

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

### Listings of Claims:

1. (currently amended) A computer implemented method for utilizing a total customer experience action planning process to provide an improved customer experience, said method comprising:

gathering data from different perspectives associated with an organization and regarding a total customer experience of customers of said organization, said gathering data including gathering data from a customer regarding customer satisfaction with a priority of said customer with respect to said organization and also including gathering, gathering data from a manager within said organization regarding a perceived priority of said customer with respect to said organization, and electronically gathering data from a gap analysis of relationships of organizational blocks of said organization which affect said organization's total customer experience, said gap analysis including analyzing: said organization's management understanding of said total customer experience, alignment between said management understanding and a business focus of said organization, and a relationship between said business focus and execution of processes and resources as related to both partners and customers for delivery of said organization's products or services to said customers;

during a strategy session associated with said organization, determining a goal for said organization along with an associated success metric for accomplishing said goal, wherein said goal is selected to improve a customer experience shortcoming identified based on said data;

determining a department action plan for accomplishing said goal, wherein said goal is closely associated with a business objective of said organization; and

taking measurable action to accomplish said goal; and  
measuring said measurable action on two levels wherein a first of said two levels is a measuring of said measurable action against said success metric and a second of said two levels is a measurement of an impact of said measurable action on said data gathered from different perspectives associated with said organization.

2. (previously presented) The method as described in Claim 1 further comprising:

during a commitment session associated with said organization, providing an overview of said total customer experience action planning process to a manager of said organization and to staff associated with said manager.

3. (original) The method as described in Claim 1 wherein said data further comprises data provided by a partner organization that works together with said organization.

4. (cancelled)

5. (previously presented) The method as described in Claim 1 further comprising:  
repeating said gathering data, said determining a goal for said organization along with an associated success metric for accomplishing said goal, said determining a department action plan for accomplishing said goal, and said taking measurable action to accomplish said goal at some future time.

6. (previously presented) The method as described in Claim 1 wherein said determining a department action plan for accomplishing said goal further comprises:

verifying said goal and said associated success metric for accomplishing said goal within an up-line manager of said organization.

7. (currently amended) A computer readable medium having computer readable code embodied therein for causing a computer to perform:

receiving data from different perspectives associated with an organization and regarding a total customer experience of customers of said organization, said receiving data including receiving data from a customer regarding customer satisfaction with a priority of said customer with respect to said organization ~~and also including receiving, receiving~~ data from a manager within said organization regarding a perceived priority of said customer with respect to said organization, and electronically receiving data from a gap analysis of relationships of organizational blocks of said organization which affect said organization's total customer experience, said gap analysis including analyzing: said organization's management understanding of said total customer experience, alignment between said management understanding and a business focus of said organization, and a relationship between said business focus and execution of processes and resources as related to both partners and customers for delivery of said organization's products or services to said customers;

during a strategy session associated with said organization, receiving a goal for said organization along with an associated success metric for accomplishing said goal, wherein said goal is selected to improve a customer experience shortcoming identified based on said data;

receiving a department action plan for accomplishing said goal, wherein said goal is closely associated with a business objective of said organization; and

receiving a measurable action taken to accomplish said goal; and  
measuring said measurable action on two levels wherein a first of said two levels is a measuring of said measurable action against said success metric and a second of said two levels

is a measurement of an impact of said measurable action on said data received from different perspectives associated with said organization.

8. (previously presented) The computer readable medium as described in Claim 7 further comprising:

    during a commitment session associated with said organization, providing an overview of said total customer experience action planning process to a manager of said organization and to staff associated with said manager.

9. (original) The computer readable medium as described in Claim 7 wherein said data further comprises data provided by a partner organization that works together with said organization.

10. (cancelled)

11. (previously presented) The computer readable medium as described in Claim 7 further comprising:

    repeating said receiving data, said receiving a goal for said organization along with an associated success metric for accomplishing said goal, said receiving a department action plan for accomplishing said goal, and said receiving measurable action taken to accomplish said goal at some future time.

12. (previously presented) The computer readable medium as described in Claim 7 wherein said receiving a department action plan for accomplishing said goal further comprises:

    transmitting said goal and said associated success metric for accomplishing said goal to an up-line manager of said organization for a verification.

13. (previously presented) The computer readable medium as described in Claim 12 wherein said receiving a department action plan for accomplishing said goal further comprises:

    receiving said verification from said up-line manager of said organization.

14. (currently amended) A computer system comprising:

    a processor;

    an addressable data bus coupled to said processor; and

    a memory device coupled to communicate with said processor for

implementing a total customer experience action planning process, said method comprising:

    receiving data from different perspectives associated with an organization and regarding a total customer experience of customers of said organization, said receiving data including

receiving data from a customer regarding customer satisfaction with a priority of said customer with respect to said organization and also including receiving, receiving data from a manager within said organization regarding a perceived priority of said customer with respect to said organization, and electronically receiving data from a gap analysis of relationships of organizational blocks of said organization which affect said organization's total customer experience, said gap analysis including analyzing: said organization's management understanding of said total customer experience, alignment between said management understanding and a business focus of said organization, and a relationship between said business focus and execution of processes and resources as related to both partners and customers for delivery of said organization's products or services to said customers;

during a strategy session associated with said organization, receiving a goal for said organization along with an associated success metric for accomplishing said goal, wherein said goal is selected to improve a customer experience shortcoming identified based on said data;

receiving a department action plan for accomplishing said goal, wherein said goal is closely associated with a business objective of said organization; and

receiving a measurable action taken to accomplish said goal; and

measuring said measurable action on two levels wherein a first of said two levels is a measuring of said measurable action against said success metric and a second of said two levels is a measurement of an impact of said measurable action on said data received from different perspectives associated with said organization.

15. (previously presented) The computer system as described in Claim 14 wherein said method further comprising:

during a commitment session associated with said organization, providing an overview of said total customer experience action planning process to a manager of said organization and to staff associated with said manager.

16. (original) The computer system as described in Claim 14 wherein said data further comprises data provided by a partner organization that works together with said organization.

17. (cancelled)

18. (previously presented) The computer system as described in Claim 14 wherein said method further comprising:

repeating said receiving data, said receiving a goal for said organization along with an associated success metric for accomplishing said goal, said receiving a department action plan for accomplishing said goal, and said receiving measurable action taken to accomplish said goal at some future time.

19. (previously presented) The computer system as described in Claim 14 wherein said receiving a department action plan for accomplishing said goal further comprises:

transmitting said goal and said associated success metric for accomplishing said goal to an up-line manager of said organization for a verification.

20. (previously presented) The computer system as described in Claim 19 wherein said receiving a department action plan for accomplishing said goal further comprises:

receiving said verification from said up-line manager of said organization.